

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #186350
D. Prudence
F & T DISTRIBUTORS

DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Diane:

DORAL \$1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **15** SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
<u>1</u>	Doral Light	12300-24698
<u>1</u>	Doral Light 100	12300-24750

Product / Premium Arrival: **January 5, 1998**

Ship Date to Retail: **Week of: January 19, 1998**

Displays (Item #535481)

SKU CUBE: **0.4965**

SKU WT (w/o Product): **1.5625 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT \$ Amount: **\$303.60**

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-2-

\$1.00 2-Pack Tear Tape
F & T DISTRIBUTORS

Promotion Description:

Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. Two cartons of each of the 2 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$9.80 (0.7 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: A. Zecca

L. E. MacWilliams

Att: Wholesaler Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN50DOR.DOC

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 16

DATE: 97-11-10

TIME: 09:10 AM

WHOLESALER : 186350 F & T DISTRIBUTING CO., INC. <DIRECT>
TEMPLATE : 800004 80100 DOR JAN \$1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162231	587897	K&H REDEMPTION CTR	62 PENDLETON ST	CORTLAND	NY	13045	1				(607) 756-5552
162205	162231	651492	GROTON 5 & 10	160 MAIN ST.	GROTON	NY	13073	1				(607) 898-5030
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1				(315) 488-7700
162205	162230	442838	RICH'S DELI & BEV	413 MILTON AVE	SYRACUSE	NY	13204	1	NYS		921320	(315) 487-1100
162205	162231	059836	R. J. MOBIL #2/F	152 CLINTON ST	CORTLAND	NY	13045	1	NYS			(607) 753-1724
162605	162231	511556	JASON'S GROCERY/DEL	301 COLLEGE AVE	ITHACA	NY	14850	1				(607) 273-0807
162605	162231	715529	NINETY SIX CONNECTI	RT 96 & MILL STRE	CANDOR	NY	13743	1				(607) 659-4066
162605	162231	763732	EAST HILL CITGO	1000 JUDD FALLS R	ITHACA	NY	14850	1				(607) 272-2250
162605	162231	338469	BIG AL'S HILLTOP	1103 DANBY RD	ITHACA	NY	14850	1				(607) 272-3448
162605	162231	396274	GAS & GOODIES #4	UPPER NORTH AVE	OWEGO	NY	13827	1	NYS	2929-0000		(607) 687-2605
162605	162231	031651	PAYLO QUICK STOP	208 E MAIN ST	TRUMANSBURG	NY	14886	1	NYS			(607) 387-9875
162605		269497	REYNOLDS VARIETY	ITHACA SHP PLZA	ITHACA	NY	14850	1	NYS			(607) 272-9470
162605	162231	525346	VALLEY KORNER	2102 MECKLENBURG	ITHACA	NY	14850	1	NYS			(607) 273-6015

PAGE BREAK TOTAL ACCOUNTS 13 TOTAL QUANTITY 13

TEMPLATE TOTAL ACCOUNTS 13 TOTAL QUANTITY 13

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WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

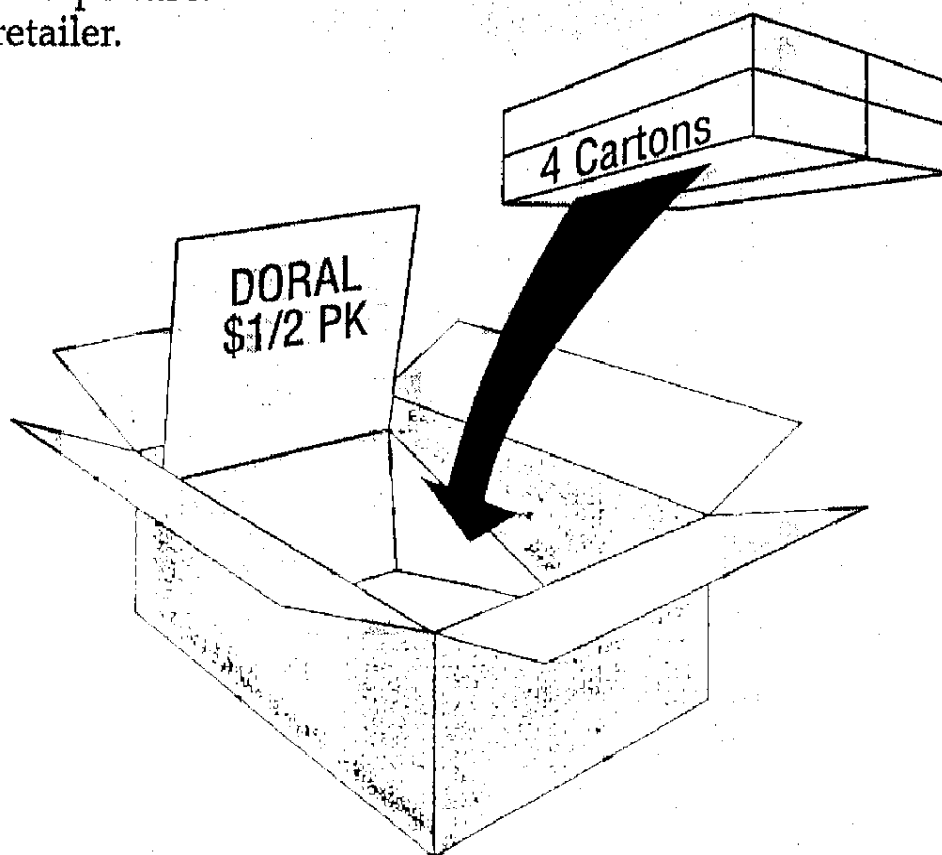
1ST QTR.'98

January DORAL \$1.00/2 PK

(\$1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL \$1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. Promotional product is in white cartons and is pre-sleeved.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 535481 - Pack Outlets

535625 - CTS Pack

Description: DORAL \$1/2 PACKS Display / POS kit

* Pack 4 ctns per display
4 styles may not be
shipped to all direct Acct.

Brand Style	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	/	/	/	/		

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